

1. (Currently Amended) An advertising/promotional display system, constructed for providing an interest-generating, multi-sense, exciting display, comprising
  - A. a housing comprising
    - a. a plurality of co-operating panels, each of said panels comprising an outside surface and an inside surface, and
    - b. a support panel affixed to an inside surface of a first panel comprising one of the panels forming the housing and being movable between a collapsed position and an extended position;
  - B. a biasing member connected to the housing for causing said panels to move from a first, collapsed, substantially flat configuration, to a second, erect, three-dimensional configuration;
  - C. an audio signal generating assembly,
    - a. mounted to said housing,
    - b. constructed for producing a desired audio signal when activated, and
    - c. incorporating a switch member movable between an OFF position and an ON position and constructed for controlling the activation and deactivation of the audio signal generating assembly; and
  - D. an arm member,
    - a. mounted at one end thereof directly to the support panel affixed to the first panel of the housing for movement therewith when said

panels move from the first configuration to the second configuration, and

- b. controllably engaged at the opposed end thereof with the switch member of the audio signal generating assembly for maintaining the switch member in its OFF position when the housing is in the first, collapsed configuration, and enabling the switch member to move into its ON position in response to the movement of the support panel when the housing moves into the second, erect configuration;

whereby the movement of the housing from the first, substantially flat configuration into the second, erect configuration simultaneously causes a desired audio signal to be generated, thereby enhancing the interest and excitement achieved by the advertising/promotional display system.

2. (Currently Amended) The advertising/promotional display system defined in Claim 1, wherein the ~~panels forming the housing are further defined as comprising an outside surface and an inside surface, and said~~ outside surface of the panels incorporate indicia printed thereon for providing a desired visual impact or display.

3. (Previously presented) The advertising/promotional display system defined in Claim 2, wherein the plurality of panels forming the housing are further defined as

being cooperatively associated with each other for enabling the housing to be movable between the first, substantially flat configuration and the second, erect, substantially three-dimensional configuration.

4. (Previously presented) The advertising/promotional display system defined in Claim 3, wherein said housing is further defined as comprising a three-dimensional shape when in the second configuration, with said second configuration comprising one selected from the group consisting of rectangles, cubes, and polyhedrons.

5. (Previously presented) The advertising/promotional display system defined in Claim 3, wherein said audio signal generating assembly is further defined as comprising an integrated circuit containing a pre-recorded, desired audible message and a speaker for enabling the audible message to be easily heard.

6. (Previously presented) The advertising/promotional display system defined in Claim 5, wherein said integrated circuit and said speaker are further defined as being mounted to an interior surface of one or more of the panels forming the housing.

7. (Previously presented) The advertising/promotional display system defined in Claim 5, wherein said pre-recorded audible message is further defined as being directly related to the indicia formed on the outside surface of the panels of the housing,

thereby providing an exciting, interest-generating display system wherein both the visual and audible information delivered to the user are consistent.

8. (Original) The advertising/promotional display system defined in Claim 5, wherein the pre-recorded, audible message is further defined as comprising at least one selected from the group consisting of words, music, and sounds.

9. (Previously presented) The advertising/promotional display system defined in Claim 3, wherein said biasing member is further defined as comprising an elongated, movable, spring-force generating member mounted under tension between two juxtaposed, spaced, co-operating panel members of said housing for exerting a biasing force against said panels, causing said panels to move towards each other when activated, thereby enabling said housing to be movable between the first, substantially flat configuration and the second, erect, three-dimensional configuration.

10. (Previously presented) The advertising/promotional display system defined in Claim 9, wherein the spring-force generating member is further defined as being maintained under tension when the housing is in the second,

erect, three-dimensional configuration, thereby assuring the housing remains in said three-dimensional configuration.

11. (Currently Amended) The advertising/promotional display system defined in Claim ~~8~~ 10, wherein the spring-force generating member is further defined as comprising one selected from the group consisting of elastic bands and rubber bands.

12. (Canceled)

13. (Currently Amended) The advertising/promotional display system defined in Claim ~~10~~ 1, wherein the support panel is further defined as being constructed for maintaining the arm member in engagement with the switch member when the housing is in the first, collapsed, substantially two-dimensional configuration and controllably withdrawing the arm member from engagement with the switch member when the housing is moved into the second, erect, three-dimensional configuration.

14. (Currently Amended) The advertising/promotional display system defined in Claim ~~11~~ 13, wherein said support panel is further defined as being cooperatively associated with an interior plate mounted between the support panel and an inside surface of one of the panel members for assuring the desired movement of the support panel is attained whenever the housing is moved between the first configuration and the second configuration.

15. (Currently Amended) The advertising/promotional display system defined in Claim ~~12~~ 14, wherein said support panel is defined as extending from said first panel of the housing and the interior plate is defined as extending from a second panel comprising one of the panels forming the housing which is positioned directly adjacent to the first panel.

16. (Currently Amended) An advertising/promotional display system, constructed for providing an interest-generating, multi-sense, exciting display, comprising

A. a housing comprising

a. a plurality of co-operating panels ~~with~~ each of said panels  
having an outside surface and an inside surface, with the

outside surface of each panel ~~member~~ incorporating indicia printed thereon for providing a desired visual impact or display, and

- b. a support panel affixed to an inside surface of a first panel comprising one of the panels forming the housing and being movable between a collapsed position and an extended position;
- B. a biasing member connected to the housing for causing said panels to move from the first, collapsed, substantially flat configuration, to the second, erect, three-dimensional configuration and comprising an elongated, movable, spring-force generating member mounted under tension between two juxtaposed, spaced, co-operating panels of said housing for exerting a biasing force against each of the panels, causing each of the panels to move towards each other when activated, thereby enabling said housing to be movable between a first, substantially flat configuration and a second, erect, three-dimensional configuration;
- C. an audio signal generating assembly,
  - a. mounted to said housing,

- b. constructed for producing a desired audio signal when activated,
  - c. incorporating a switch member movable between an OFF position and an ON position and constructed for controlling the activation and deactivation of the audio signal generating assembly; and
  - d. comprising an integrated circuit containing a pre-recorded, desired audible message and a speaker for enabling the audible message to be easily heard, and;
- D. an arm member,
- a. mounted at one end thereof directly to the ~~housing~~ support panel for movement therewith when said panels move from the first configuration to the second configuration, and
  - b. controllably engaged at the opposed end thereof with the switch member of the audio signal generating assembly for maintaining the switch member in its OFF position when the housing is in the first, collapsed configuration, and enabling the switch member to move into the ON position in response



to the movement of the support panel when the housing moves into its second, erect configuration; whereby the movement of the housing from the first, substantially flat configuration into the second, erect configuration simultaneously causes a desired audio signal to be generated, thereby enhancing the interest and excitement achieved by the advertising/promotional display system.

17. (Previously presented) The advertising/promotional display system defined in Claim 16, wherein said pre-recorded audible message is further defined as being directly related to the indicia formed on the outside surface of the panels of the housing, thereby providing an exciting, interest-generating display system wherein both the visual and audible information delivered to the user are consistent.

18. (Canceled)

19. (Currently Amended) The advertising/promotional display system defined in Claim ~~10~~ 16, wherein the support panel is further defined as being constructed for maintaining the arm member in engagement with the switch

member when the housing is in the first, collapsed, substantially two-dimensional configuration and controllably withdrawing the arm member from engagement with the switch member when the housing is moved into the second, erect, three-dimensional configuration.

20. (Previously presented) The advertising/promotional display system defined in Claim 19, wherein said support panel is further defined as being cooperatively associated with an interior plate mounted between the support panel and an inside surface of one of the panel members for assuring the desired movement of the support panel is attained whenever the housing is moved between the first configuration and the second configuration.